

**Montana Department of Commerce – Office of Tourism  
Special Events Grant Program (SEGP)  
2012-13 Application Cover Page**

**Applicant Information**

Applicant Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ 9-Digit Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Non-Profit Federal ID Number: \_\_\_\_\_

(Copy of official nonprofit certification must be sent with completed SEGP Application)

**Event Information**

Name of Event: \_\_\_\_\_

Location of Event: City \_\_\_\_\_ County: \_\_\_\_\_

Event Website: \_\_\_\_\_ Event Tier (see page 3 of Overview): \_\_\_\_\_

Date of Event: \_\_\_\_\_

Estimated Total Event Cost: \$ \_\_\_\_\_

SEGP Marketing & Promotion Grant Amount Requested: \$ \_\_\_\_\_

**Application must be postmarked by October 19, 2012**

# Montana Department of Commerce – Office of Tourism

## Special Events Grant Program (SEGP)

### 2012-13 Application

#### Section 1: Executive Summary (20 Points)

The Executive Summary must include Mission and Vision statements for the event and/or the applicant organization. The Vision Statement must include strategies and goals that align with the *Montana's Tourism & Recreation Strategic Plan 2008-2012*.

*Mission:* Describes the identity of the event or applicant organization and how they relate to the *Montana Brand*.

- What is the purpose of the event?
- Who are the event's customers?
- What are the event and/or applicant organization's core values? Core values can be operating philosophies or principles that guide an organization's internal conduct as well as its relationship with the external world.

*Vision:* Describes the event's goals.

- Where will the event be in 3-5 years and how will it achieve its goals?
- How do those goals align to the *Montana's Tourism & Recreation Strategic Plan 2008-2012*?

The Executive Summary must indicate why the applicant requires funding assistance for advertising and promotion of the event.

#### Section 2: Description of Event (15 Points)

In narrative terms this section should contain:

- the proposed event's size and structure including:
  - ✓ event date and location
  - ✓ number of participants
  - ✓ number of spectators
- the event's history and background, including relevant facts and figures from previous events
- seating or spectator capacity
- availability of space for vendor stalls
- ease of access
- facilities to accommodate participants or competitors
- access to medical assistance and public transport

### Section 3: Event Management Structure (15 Points)

Organizational charts should be used to depict the structure and the lines of responsibility.

In narrative terms this section should include:

- the structure of the applicant's partnership with the other stakeholders in the event and any contractual arrangements that are required
- the organizational structure for the event, including the separation of responsibilities between management and committees
- the number of people required to run the event
- availability of personnel/community volunteers to work the event
- key supporters and additional partners of the event

### Section 4: Event Marketing Plan (75 Points)

The narrative of the section should provide information about:

- target market(s) for the event:
  - ✓ Demographic information - includes age, gender, household income, level of education
  - ✓ Geographic information - includes information about the target market place of residence
- marketing strategies and action plans that will be used to attract the target market(s) including timelines:
  - ✓ Broadcast media advertising and promotion (television and radio)
  - ✓ Print media advertising and promotion (newspaper, magazine, flyers, direct mail, posters, brochures)
  - ✓ Electronic media advertising and promotion (Internet, social media, video)
  - ✓ Event website development and updates
  - ✓ Co-operative marketing activities with Montana's six tourism regions, convention and visitor bureaus or chambers of commerce
- the event's distinctive differences as they relate to the *Montana Brand* and how it will be promoted to attract the target market(s)
- how the marketing strategy capitalizes and/or links with local or state tourism marketing efforts

### Section 5: Event SWOT Analysis (15 Points)

Describe the event's SWOT analysis - its strengths, weaknesses, opportunities and threats

- Strengths – competitive advantages
- Weaknesses to correct
- Opportunities to seize
- Threats – competitive disadvantages to resolve

This will help to show why the event will be a success and why it should be more favorably regarded than other events competing for the same grant funding.

## Section 6: Monitoring Event Performance (10 Points)

Describe the SMART (specific, measurable, achievable, realistic and timely) performance criteria that have been set for the event. The narrative for this section should contain:

- key performance criteria (goals)
- objectives to achieve stated goals
- a list of those responsible for monitoring performance
- financial targets that have been set and the deadlines for these targets
- operational targets that have been set and the deadlines for these targets

## Section 7: Event Financial Data (50 Points)

SEGP funding can only be used for event advertising and promotion.

- Provide a detailed advertising and promotion budget for the event.
  - ✓ Identify expenditures that will be paid in full or in part with SEGP funds and those that will be paid in full or in part with the applicant organization's matching funds (example below).
- Provide a detailed total operational budget for the event.
  - ✓ Identify and estimate income that will be generated through ticket sales, concession sales, booth rentals, registration fees, etc. (example below).
- Provide a three-year summary of the profit and loss statement for the event or for the years the event has been running if less than three years.
- Provide a summary of how profits will be reinvested in subsequent years of the event and who will be financially responsible.

<b>EXAMPLE ONLY – Provide details in actual application Advertising &amp; Promotion Budget</b>	<b>Applicant Match</b>	<b>SEGP Funds</b>	<b>Total</b>
<i>Expenditures</i>			
Design			
Print			
Broadcast			
Electronic			
Production			
Print			
Broadcast			
Electronic			
Printing			
Media Placement			
<b>Total Advertising &amp; Promotion Expenditures</b>	*	*	*

<b>EXAMPLE ONLY</b>	Applicant Match	SEGP Funds	Total
<b>Detailed Total Operational Budget</b>			
<i>Expenditures</i>			
Wages & Salaries			
Space Rental			
Equipment Rentals			
Consumable Supplies (food & beverages)			
Merchandise			
Contracted Services (entertainment, security, etc.)			
Travel			
Prizes / Awards			
Other (Identify)			
Advertising & Promotion ( * total from above)	*	*	*
<b>Total Expenditures</b>			
<i>Revenue</i>			
Admission Fees			
Rentals to Vendors			
Merchandise Sales			
Food & Beverage (net profit)			
<i>Other Revenue</i>			
Applicant Cash			
Sponsorship / Event Partner			
Grants (include requested SEGP funding)			
Donations			
<b>Total Revenues</b>			
<b>C) Projected Surplus</b>			

## CERTIFICATION

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Special Events Grant Program (SEGP).

I understand that no funds will be awarded to a project that is completed prior to written approval notification by the Montana Department of Commerce, Office of Tourism.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements, which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the governing body of the applicant has duly authorized the documentation.

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Signature (required)

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Name (printed)

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Title

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Date